

**BOSE McKINNEY & EVANS LLP**

**CUSTOMER NUMBER: 25267**

2700 First Indiana Plaza  
135 North Pennsylvania Street  
Indianapolis, Indiana 46204  
(317) 684-5000

**PATENT APPLICATION**

*IN THE UNITED STATES PATENT AND TRADE MARK OFFICE*

<i>Art Unit:</i>	3622	}	<i>Serial No.:</i>	09/802,492
		}		
<i>Atty. Docket:</i>	12166-0002	}	<i>Examiner:</i>	Le, Khanh H
		}		
<i>Applicants:</i>	Belth	}	<i>Confirm. No.:</i>	7458
		}		
<i>Invention:</i>	MARKETING SYSTEM	}		
		}		
<i>Filed:</i>	March 9, 2001	}		
		}		
		}		
		}		
		}		
		}		

**RESPONSE**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed April 17, 2006 ("Office Action") please consider the following amendments and accompanying remarks.

**A listing of the claims** begins on page 2 of this paper.

**Remarks** begin on page 11 of this paper.